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From: Leonard P. Linardakis, Esq.

Date: June 14, 2011

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1) Transmittal (1 pg.); and  
2) Reply Brief (12 pgs.).

Attorney Docket No.: Google-41 (GP-099-00-US)  
Appl. No.: 10/750,451  
Applicants: Ross KONINGSTEIN, et al.  
Filed: December 31, 2003  
Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS  
TC/A.U.: 3622  
Examiner: Michael Bekerman

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<h1 style="text-align: center;">TRANSMITTAL FORM</h1> <p style="text-align: center;">(to be used for all correspondence after initial filing)</p>	Application Number	10/750,451
	Filing Date	December 31, 2003
	First Named Inventor	Ross KONINGSTEIN
	Group Art Unit	3622
	Examiner Name	Michael Bekerman
Total Number of Pages in This Submission	Attorney Docket Number	Google-41 (GP-099-00-US)

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